LEO BURNETT U.S.A.
AD# BCK183-C4 REQ# M19848 "BUCK THE SYSTEM" - PG 4/C (8-1/8 X 9-1/4) PM MAGAZINE, 1990

BUCK THE SYSTEM

Full rich flavor, not full price.

Available in Kings & Kings Lights.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Mfr's. suggested retail price.

Kings Lights: 11 mg "tar," 0.7 mg nicotine—Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

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